

PROGRAM ID: FBC10520
TIME: 08.05.50
PSC OFFER NUMBER: 49ZM01219005

PROMOTIONAL SERVICES CENTER
CONSUMER FULFILLMENT SYSTEM
PROMOTIONAL STATUS REPORT

PAGE 1
DATE 03/31/94

PSC OFFER DESCRIPTION:	ALPINE SMOKERS SURVEY	PO BOX	METHOD OF DISTRIBUTION	DISTRIBUTION DATE	EXPIRATION DATE	VOLUME OF RELEASE	ESTIMATED-REDEMPTION PROM GRP	KANKAKEE
PPL NUMBER:	94700A	8898	DIRECT MAIL	03/01/94	08/01/94	250 M	25000	25000
PRODUCT/BRAND:	ALPINE							
TYPE OFFER:	QUESTION							
DISTRIBUTION AREA:	NATIONAL							
SHIPPED BY:								
POP REQUIREMENTS:	COMPLETE SURVEY							

STATUS BY P.O. BOX

	----- PRIOR CUM ----- REQUESTS ITEMS ORDERED		WEEK NUMBER: 3 -- ACTIVITY 04/02/94 -- REQUESTS ITEMS ORDERED		----- CUM TO DATE ----- REQUESTS ITEMS ORDERED REDEMPTION			ESTIMATED REQUESTS
P.O. BOX 8898	1,198	1,198	3,941	3,941	5,139	5,139	2.05%	25,493
TOTALS	1,198	1,198	3,941	3,941	5,139	5,139	2.05%	25,493

* ESTIMATE REPRESENTS MAIL RECEIVED -- NOT PROCESSED

INVALID REQUESTS

	PRIOR CUM REQUESTS	WEEK ACTIVITY REQUESTS	CUM TO DATE REQUESTS	
UNQUAL/INELIGIBLES				
DUPS ELIMINATED				
TOTALS				

ITEM ACTVITY

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